

FRAGRANCE AND PERSONAL CARE

Estee Lauder goes to space with its iconic serum

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Estee Lauder is sending its #LittleBrownBottle to space. Image credit: Estee Lauder

By LUXURY DAILY NEWS SERVICE

Estee Lauder is the first beauty label in space with the help of NASA and the International Space Station.

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Through a unique sponsorship of the space program, the brand's New Advanced Night Repair serum will be photographed among the stars for a social media program. The effort underscores the science and innovation behind Estee Lauder's offerings.

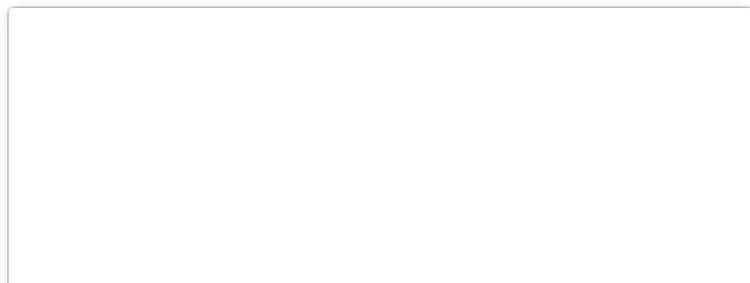
"We are thrilled to reinforce our leadership once again as the first beauty brand to go into space," said Stphane de La Faverie, global president of Estee Lauder, in a statement. "NASA is at the forefront of space exploration, and as a leader in skincare innovation, Estee Lauder is proud to support the incredible work NASA is doing to promote a space economy by being the second-ever commercial product to launch."

Serum in the stars

Estee Lauder introduced its serum in 1982, and it was the first product in the beauty industry to incorporate hyaluronic acid. Due to this legacy of innovation, the brand chose the Advanced Night Repair Synchronized Multi-Recovery Complex for this mission.

Ten bottles of the serum will be going on the trip to space.

The serum will be photographed in the International Space Station's iconic cupola window. Although no astronauts will appear in the campaign, the images will be appear on Estee Lauder's social media channels.



[View this post on Instagram](#)

We already knew @esteelauder's NEW
#AdvancedNightRepair serum was out of this world and now
we're proving it! As a beauty industry leader in science,
innovation and high-performance prestige products, we're
proud to be the first-ever beauty brand to participate in
NASA's effort to promote the space economy, and our
#LittleBrownBottle will be going along for the ride to @ISS.
Tap the link in our bio to learn more!

A post shared by The Estee Lauder Companies (@esteelaud...

Instagram post announcing the mission

"NASA is opening the International Space Station to business as part of the agency's efforts to enable a robust low-Earth orbit economy," said Phil McAlister, director of commercial spaceflight development at NASA Headquarters, in a statement. "Agreements like these directly support NASA's broad strategy to facilitate the commercialization of low-Earth orbit by U.S. entities by demonstrating new markets utilizing the unique environment of space."

Estee Lauder has previously tapped scientific experts in unique campaigns.

"Nightbirds: The Magic of Night" featured three experts in different fields who share both their love of night and how they use their evenings productively. While a promotion for the brand's skincare, the 16-minute film does not show any Estee Lauder products being used, leading instead with education and engagement ([see story](#)).